[Translation]

Advertisements on Medicines

441. SHRI JAYSINH CHAUHAN : Will the Minister of INFORMATION & BROADCASTING be pleased to state :

(a) whether uninterrupted advertisement of medicines is being aired on Television;

(b) if so, the details thereof and the reasons therefor;

(c) the names of medicines which are mainly advertised;

(d) whether the categorisation of such medicines as Doordarshan advertisement is proper;

(e) whether the Government propose to take this matter seriously and impose ban on such advertisements;

(f) if so, the details thereof; and

(g) if not, the reasons therefor ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY) : (a) to (c) No, Sir. Doordarshan permits advertisements only of such medicines which give relief to head-aches, body-aches, cough and cold etc. Some such medicines are Metacin, Crocin, Disprin, Aspro, Asprin, Panjon, Anacin, Moov, Iodex, Vicks Vaporub, D-Cold and Glycodin.

(d) Advertisements of medicines, like any other advertisements, are telecast by Doordarshan within the parameters of the Code for Commercial Advertising.

(e) to (g) Do not arise.

[English]

Hydro-Electric Potential of North East

422. SHRI JAGMOHAN : Will the Minister of POWER be pleased to state :

(a) whether the hydro-electric potential of the North-East region has been assessed;

(b) if so, the total potential tapped so far;

(c) whether North-East Electric Power Corporation (NEEPCO) and Brahamputra Board has submitted any proposal for tapping about 30,000 MW of power in Assam; and

(d) if so, the decision taken by the Government thereon ?

THE MINISTER OF STATE OF THE MINISTRY OF SCIENCE AND TECHNOLOGY AND MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI YOGINDER K. ALAGH) : (a) and (b) As per the assessment studies carried out by Central Electricity Authority, the total economically exploitable hydro electric potential of North Eastern Region has been assessed at 31857 MW at 60% load factor. As on 30.6.1997 324.3 MW at 60% load factor (1.02%) has been developed and 306.6 MW (0.96%) is under various stages of development in the Region.

(c) and (d) In order to provide an impetus for the development of hydroelectric potential to the North Eastern Region, Ministry of Power has prepared an Action Plan in consultation with North Eastern Electric Power Corporation and the State Electricity Boards of all the North Eastern States. At present 11 hydroelectric schemes with an installed capacity of 560 MW are in operation in the North Eastern Region, as per Statement enclosed. In addition, there are 30 small schemes with an installed capacity of 21 Mw. in operation. It is envisaged that 8 hydroelectric schemes with a total installed capacity of 674 MW will be commissioned by the end of 9th Plan. These projects on completion would yield enormous economic benefits not only to the North East but also feed the power needs in other regions of the country. Simultaneously, Powergrid Corporation of India Limited is initiating action to establish the transmission network to facilitate wheeling of power not only within the North East but also to other parts of the country.

Statement

Hydro Electric Potential in the North East

NORTH-EASTERN REGION HYDRO SCHEMES IN OPERATION

ARUNACHAL PRADESH

1.	Tago	3x1.5	4.5
	Total Ar. Pradesh		4.5

MEGHALAYA

2.	Kyremkulai	2x30	60